IN THE CLAIMS

Please amend the claims as follows:

1.   (Currently Amended) A method for managing the cross-channel interactions of a customer, comprising:

identifying a first interaction on a first channel and a second interaction on a second channel, wherein the first and second channels are different channels;

identifying a customer associated with the interactions, wherein the interactions are occurring concurrently;

dynamically recording a dialogue corresponding to the first and second interactions; and

dynamically modifying ~~using the dialogue to modify~~ at least one of the interactions based on a dynamic evaluation of the dialogue.

2.   (Original) The method of claim 1, further comprising:

using the dialogue to modify at least one of the channels.

3.   (Original) The method of claim 1, further comprising:

identifying a first subject matter associated with the first interaction and a second subject matter associated with the second interaction;

connecting a first service provider to the first interaction based upon the first subject matter and the first channel; and

connecting a second service provider to the second interaction based upon the second subject matter and the second channel.

4.   (Original) The method of claim 3, further comprising:

enforcing a plurality of business policies for each of the channels and each of the

interactions; and

enforcing a plurality of customer profiles for each of the channels and each of the

interactions.

5.   (Currently Amended) A ~~The~~ method for managing the cross-channel interactions of a

customer ~~of claim 4~~, ~~further~~ comprising:

identifying a first interaction on a first channel and a second interaction on a

second channel, wherein the first and second channels are different channels;

identifying a customer associated with the interactions, wherein the interactions

are occurring concurrently;

recording a dialogue corresponding to the first and second interactions;

using the dialogue to modify at least one of the interactions;

identifying a first subject matter associated with the first interaction and a second

subject matter associated with the second interaction;

connecting a first service provider to the first interaction based upon the first

subject matter and the first channel;

connecting a second service provider to the second interaction based upon the

second subject matter and the second channel;

enforcing a plurality of business policies for each of the channels and each of the

interactions;

enforcing a plurality of customer profiles for each of the channels and each of the

interactions; and

alerting the first service provider to take a plurality of actions with the customer

based upon the first interaction, the first channel, the first subject matter, the business

policies, and the customer profiles.

6.   (Currently Amended) An apparatus for managing cross-channel interactions between a

customer and a business, comprising:

        a plurality of devices interfaced to the customer;

        means for identifying a first interaction on a first channel of one of the devices and a

second interaction on a second channel of another of the devices, wherein the first and second

channels are different channels;

        means for dynamically recording a dialogue corresponding to the first interaction and the

second interaction;

        means for associating the customer with the first and second interactions, wherein the

interactions are occurring concurrently; and

        means for dynamically evaluating using the dialogue to dynamically modify at least one

of the interactions.

7.   (Original) The apparatus of claim 6, further comprising:

        means for using the dialogue to modify at least one of the channels.

8.   (Original) The apparatus of claim 6, further comprising:

        means for storing a customer profile associated with each of the interactions; and

        means for retrieving the customer profile associated with each of the interactions.

9.   (Original) The apparatus of claim 8, further comprising:

        means for enforcing a plurality of business policies for each of the channels and each of

the interactions; and

        means for enforcing the customer profiles for each of the channels and each of the

interactions.

10.   (Currently Amended) An ~~The~~ apparatus for managing cross-channel interactions

between a customer and a business apparatus ~~of claim 9, further~~ comprising:

        a plurality of devices interfaced to the customer;

        means for identifying a first interaction on a first channel of one of the devices and a

second interaction on a second channel of another of the devices, wherein the first and second

channels are different channels;

        means for recording a dialogue corresponding to the first interaction and the second

interaction;

        means for associating the customer with the first and second interactions, wherein the

interactions are occurring concurrently;

        means for using the dialogue to modify at least one of the interactions;

        means for storing a customer profile associated with each of the interactions;

        means for retrieving the customer profile associated with each of the interactions;

        means for enforcing a plurality of business policies for each of the channels and each of

the interactions;

        means for enforcing the customer profiles for each of the channels and each of the

interactions;

        means for identifying a first subject matter associated with the first interaction and a

second subject matter associated with the second interaction;

        means for connecting a first service provider to the first interaction based upon the first

subject matter and the first channel;

        means for connecting a second service provider to the second interaction based upon the

second subject matter and the second channel; and

        means for alerting the service providers to take a plurality of actions with the customer

based upon the interactions, the channels, the subject matters, the business policies and the

customer profiles.

11.   (Currently Amended) A method for managing the cross-channel interactions of a

customer while the interactions are occurring, comprising:

concurrently establishing a session including a first interaction on a first channel and a

second interaction on a second channel, wherein the first and second channels are different

channels;

identifying a customer associated with the interactions;

dynamically recording a dialogue associated with the first interaction and the second

interaction during the session; and

dynamically modifying at least one of the interactions using based on dynamically

evaluating the dialogue before the session terminates.

12.   (Original) The method of claim 11, further comprising:

modifying at least one of the channels using the dialogue before the session terminates.

13.   (Original) The method of claim 11, further comprising:

storing a customer profile during the session; and

retrieving the customer profile during the session.

14.   (Original) The method of claim 13, further comprising:

enforcing a plurality of business policies for each of the channels and for each of the

interactions during the session; and

enforcing the customer profiles for each of the channels and for each of the interactions

during the session.

15.   (Currently Amended) A ~~The~~ method for managing the cross-channel interactions of a customer while the interactions are occurring ~~of claim 14, further~~ comprising:

concurrently establishing a session including a first interaction on a first channel and a second interaction on a second channel, wherein the first and second channels are different channels;

identifying a customer associated with the interactions;

recording a dialogue associated with the first interaction and the second interaction during the session;

modifying at least one of the interactions using the dialogue before the session terminates;

storing a customer profile during the session;

retrieving the customer profile during the session;

enforcing a plurality of business policies for each of the channels and for each of the interactions during the session;

enforcing the customer profiles for each of the channels and for each of the interactions during the session;

identifying one of a plurality of subject matters associated with each of the interactions during the session;

connecting one of a plurality of service providers for each interaction based upon the subject matter associated with the interaction and the channel associated with the interaction during the session;

alerting one of a number of the service providers to take a plurality of actions with the customer based upon the interactions, the channels, the subject matters, the business policies and the customer profiles during the session.

16.   (Currently Amended) A method for customizing customer interactions which are

initiated by the service provider, comprising:

provicing a customer profile database;

dynamically recording ~~storing~~ in the customer profile database a plurality of concurrent

dialogues occurring with a customer;

initiating a service provider; and

dynamically establishing an interaction initiated by the service provider with a customer

extracted from the customer profile database wherein the interaction occurs over multiple

different channels, and wherein the interaction is dynamically modified over at least one of the

different channels based on the customer's dynamically evaluated dialogue.

17.   (Original) The method of claim 16, further comprising:

extracting a customer profile from the customer profile database;

enforcing a plurality of business policies for the interaction and the channel; and

enforcing the customer profile for the interaction and the channel.

18.   (Currently Amended) A method for connecting a customer interaction to a service

provider based upon the interaction and the subject matter of the interaction, comprising:

concurrently establishing a first interaction on a first channel and a second interaction on

a second channel with a customer, wherein the first and second channels are different channels;

identifying a first subject matter associated with the first interaction and a second subject

matter associated with the second interaction;

selecting a first service provider for the first interaction based upon the first subject

matter and the first channel;

selecting a second service provider for the second interaction based upon the second

subject matter and the second channel;

connecting the first service provider to the customer through the first interaction;

~~and~~

connecting the second service provider to the customer through the second

interaction; and

dynamically recording a dialogue associated with the first and second

interactions, wherein the dialogue is dynamically evaluated to dynamically modify at least one of

the interactions.

19.   (Original) The method of claim 18, further comprising:

enforcing a plurality of business policies for each of the channels and each of the

interactions; and

enforcing a plurality of customer profiles for each of the channels and each of the

interactions.

20.   (Currently Amended) A ~~The~~ method for connecting a customer interaction to a service

provider based upon the interaction and the subject matter of the interaction ~~of claim 19,~~ ~~further~~

comprising:

concurrently establishing a first interaction on a first channel and a second interaction on

a second channel with a customer, wherein the first and second channels are different channels;

identifying a first subject matter associated with the first interaction and a second subject

matter associated with the second interaction;

selecting a first service provider for the first interaction based upon the first subject

matter and the first channel;

selecting a second service provider for the second interaction based upon the second

subject matter and the second channel;

connecting the first service provider to the customer through the first interaction;

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111

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connecting the second service provider to the customer through the second interaction;

enforcing a plurality of business policies for each of the channels and each of the interactions;

enforcing a plurality of customer profiles for each of the channels and each of the interactions;

alerting the first service provider to take a plurality of actions with the customer based upon the first interaction, the first channel, the first subject matter, the privacy policies, the business policies, and the customer profiles; and

alerting the second service provider to take a plurality of actions with the customer based upon the second interaction, the second channel, the second subject matter, the business policies, and the customer profiles.